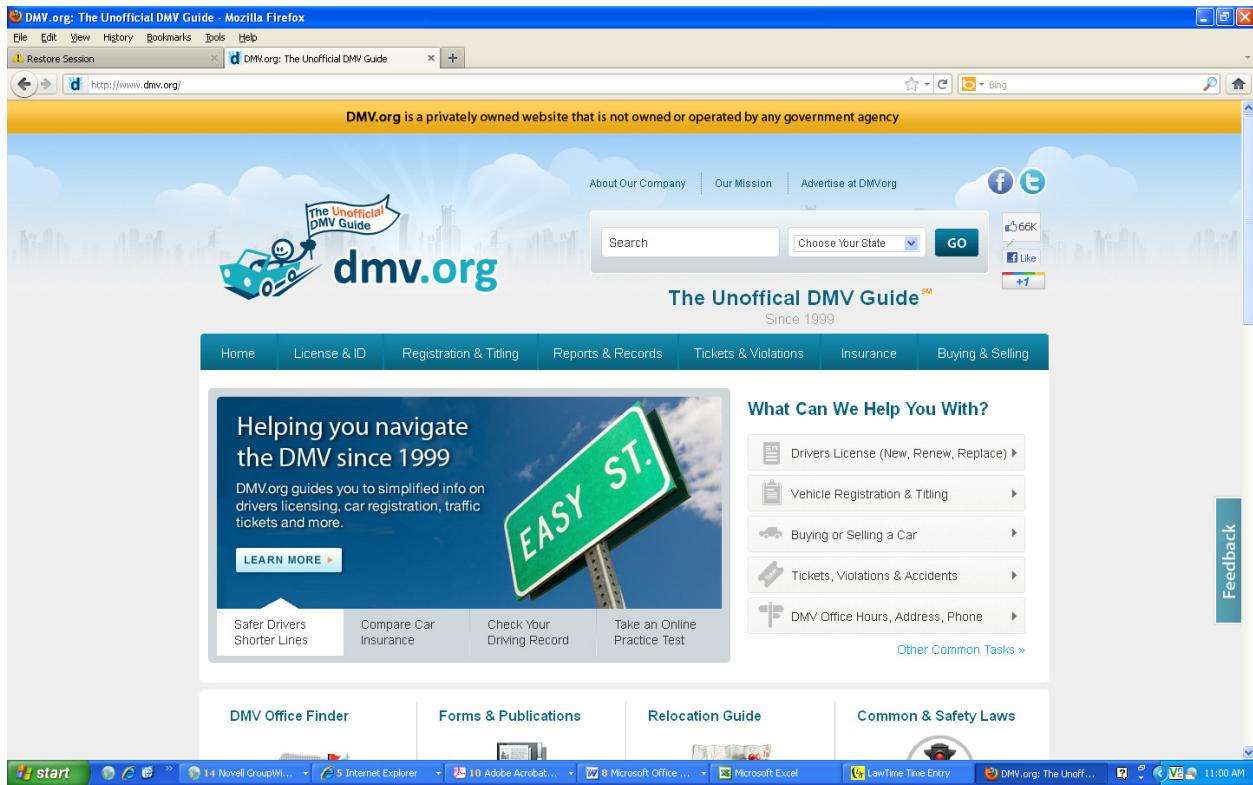


EXHIBIT O

1. DMV.ORG's "Splash Page"



2. DMV.ORG's "Landing Page" after the "Splash Page" "Continue" button is clicked (TOP-portion of Landing Page)



3. DMV.ORG's "Landing Page" after the "Splash Page" "Continue" button is clicked (BOTTOM-portion of Landing Page)

The screenshot shows a Firefox browser window displaying the DMV.org website. The top navigation bar includes links for Permit, PERMIT TEST, Practice Test, Road Test, and Vin. Below the navigation is a message about the company's success and user feedback. On the left, there are four call-to-action boxes: "Help Us With Our Mission" (with a shopping cart icon), "Got a Product/Service?" (with a product icon), "Got Talent?" (with a person icon), and "Got an Idea?" (with a globe icon). A map of the United States allows users to select their state. The footer contains links for Our Company, Advertising, Feedback and Ideas, Contact DMV.org Website Support (which is circled in red), Site Map, Link To Us, Become a Contributor, Careers at Online Guru, Developers, Privacy Policy (which has a blue arrow pointing to it from the bottom), and Visitor Agreement. The footer also includes the Inc. 500 logo and copyright information. A large red arrow points downwards from the "Contact DMV Website Support" link in the footer to a callout box labeled "Contact DMV Website Support Button".

4. After the “Contact DMV Website Support” Button is Clicked:

Contact Website Support at DMV.org: The Unofficial DMV Guide - Mozilla Firefox

File Edit View Bookmarks Tools Help

Restore Session Contact Website Support at DMV.org: Th... +

http://www.dmv.org/contact-website-support.php

DMV.org is a privately owned website that is not owned or operated by any government agency

About Our Company Our Mission Advertise at DMV.org

Search Choose Your State GO

The Unofficial DMV Guide™ Since 1999

1,651 people on this site

DMV.ORG on Facebook Like

65,672 people like DMV.ORG.

Buttafa Gary Danny

Taylor Suzanne Cindy

Feedback

Main Navigation

- Practice Tests
- Insurance Center
- Driving Records
- Drivers License & ID
- Registration & Titling
- Vehicle History Reports
- Teens (Under 18)
- Drivers (18 and Older)
- Commercial Drivers (CDL)
- Motorcycle Riders
- Drivers in the Military
- Buying & Selling
- Tickets & Violations
- Address & Name Change
- DMV Office Finder
- Forms & Publications
- Relocation & Movers

Home Main Navigation >

Contact DMV.org Website Support

Like 26

For License or Registration issues, please contact your State DMV Office:
>> <http://local.dmv.org>

For issues related to using this website, please use the form below:

* Required

What is your issue relating to? *

A product or service I ordered from an advertiser at DMV.org

Report an error with our site (incorrect information, broken link, etc...)

Other:

Please provide details (DO NOT PROVIDE ANY SENSITIVE INFORMATION) *

Purported “link” to “your State DMV Office”

5. After the “Link” to “Your State DMV Office” is Clicked, the website prompts the consumer to enter his/her DMV Office ZIP code:



6. After ZIP code is entered, the website “links” to a purported local DMV’s “ONLINE SERVICES” with various links including to traffic schools and registration renewals.

The screenshot shows a Mozilla Firefox browser window displaying the "Los Angeles DMV - Los Angeles Department of Motor Vehicles Office Location at DMV.org: The CA DMV Made Simple - Mozilla Firefox" page. The URL is <http://local.dmv.org/california/los-angeles-county/los-angeles/803-n-cole-ave/dmv-office-locations.php>. The page header includes the dmv.org logo and navigation links for Home, License & ID, Registration & Titling, Reports & Records, Tickets & Violations, Insurance, and Buying & Selling. A sidebar on the left lists various services under the "Local" heading, with "DMV Office Locations" highlighted by a yellow box and circled in red. Below this is a section titled "Main Hollywood DMV Office of Los Angeles, California" with a "Like" button and a "Facebook Like" count of 1. A "Online Services" section lists various services like Auto Insurance Quotes, Credit Reports, Practice Permit Tests, etc. A "Address of Los Angeles DMV" section shows the address 803 N. Cole Ave, Los Angeles, CA 90038, and a "Enter Starting Address:" input field. To the right is a "View of Main Hollywood DMV Office Location" section featuring a photograph of the building and a Google map showing its location on Santa Monica Blvd. A large red arrow points down from the "Main Hollywood DMV Office of Los Angeles, California" section to a callout box labeled "Photograph of the local DMV office". Another blue arrow points from the "Address of Los Angeles DMV" section to the same callout box. A third blue arrow points from the "Online Services" section to the same callout box.

“Main Hollywood DMV Office of Los Angeles, California” “Online Services”

Photograph of the local DMV office

7. After “traffic school” is clicked, the website leads to a DMV.org affiliate traffic school, iDriveSafely.

The screenshot shows a Mozilla Firefox browser window displaying the dmv.org website. The URL in the address bar is <http://www.dmv.org/ca-california/traffic-schools.php>. The page title is "California Traffic Schools Online Guide - Find CA Internet Traffic Ticket School Info at DMV.org: The Unofficial DMV Guide - Mozilla Firefox".

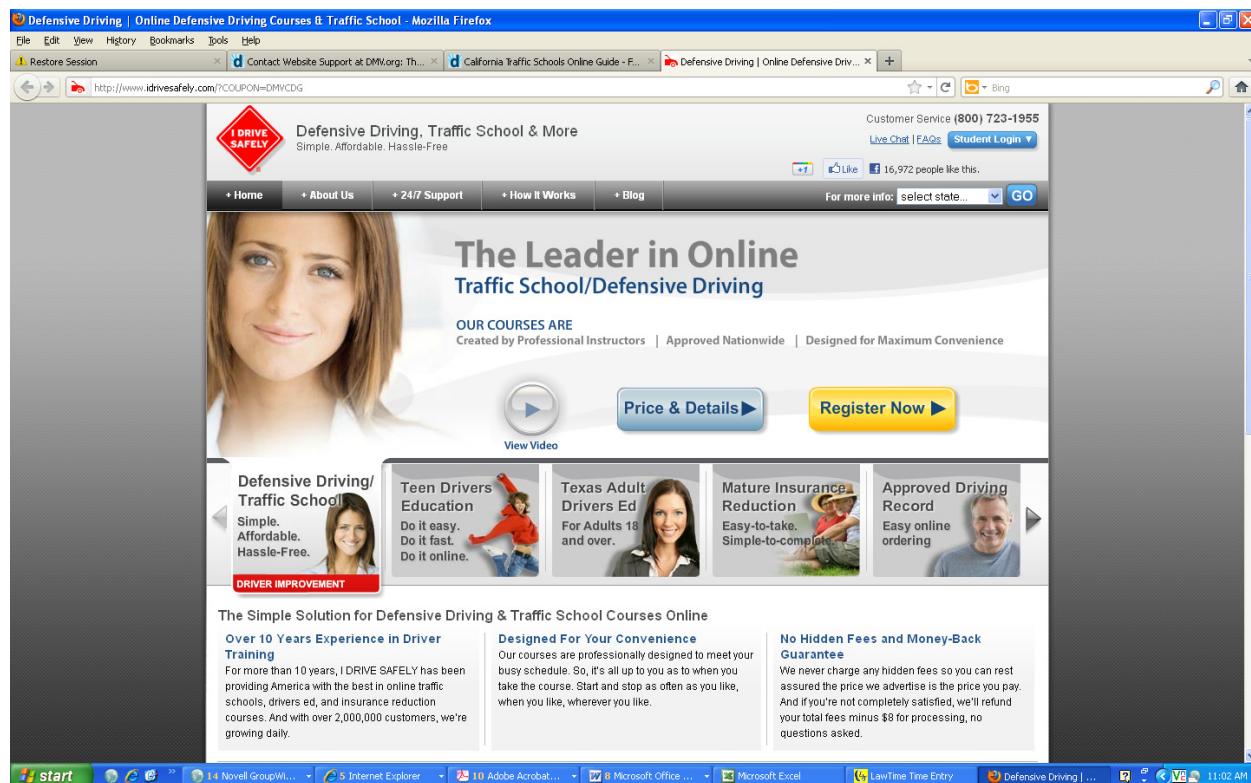
The main content area features a banner for "The Unofficial DMV Guide" with a "dmv.org" logo. Below the banner, there's a section titled "Traffic Schools in California" with a "Register Now" button highlighted by a red oval and a large red arrow pointing downwards.

The left sidebar has a "Main Navigation" menu with a "Tickets & Violations" section containing a "Traffic Schools" link, which is also highlighted by a red oval. The bottom of the sidebar shows a location setting for "California".

The top right corner of the page displays social media integration with "1,632 people on this site", a "DMV.ORG on Facebook" link, and a "65,672 people like DMV.ORG" count with several user profile pictures.

The bottom of the screenshot shows the Windows taskbar with various open application icons.

8. After the “register now” button is clicked, DMV.org links to its affiliate’s website, www.idrivesafely.com:

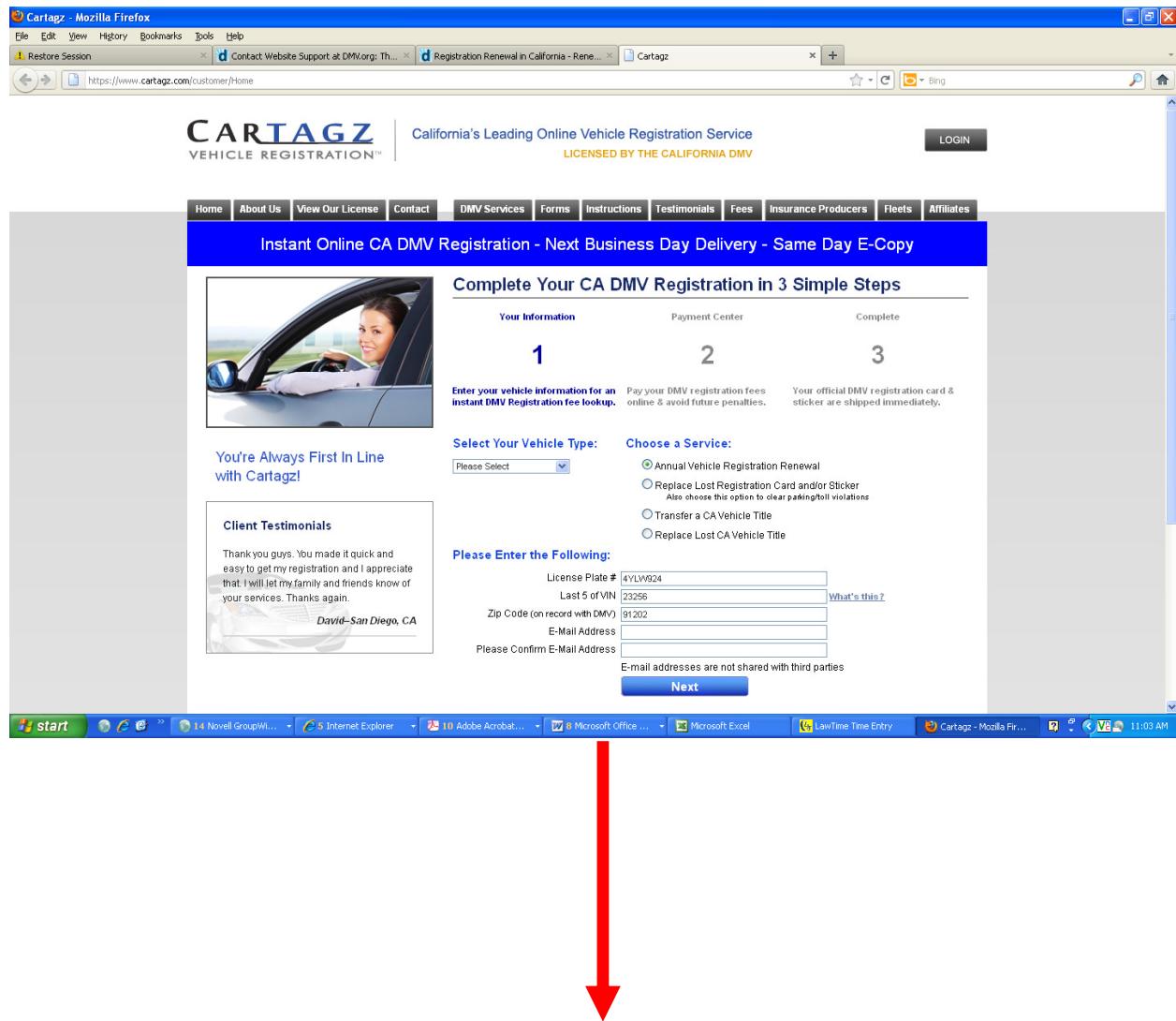


8. Going back to #6 above, after the “registration renewal” button is clicked, DMV.org links to its affiliate CARTAGZ’s website.

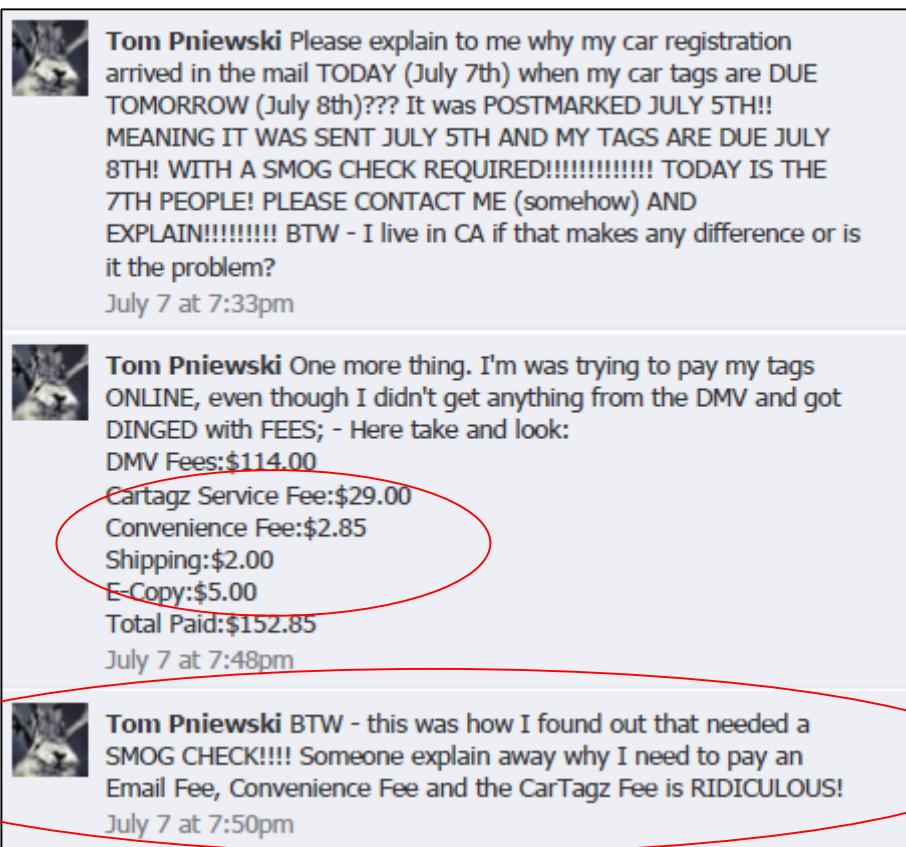
The screenshot shows a Microsoft Internet Explorer browser window with the following details:

- Title Bar:** Registration Renewal in California - Renewing your vehicles registration with the CA DMV at DMV.org: The Unofficial DMV Guide - Mozilla Firefox
- Address Bar:** http://www.dmv.org/ca-california/registration-renewal.php
- Header:** DMV.org is a privately owned website that is not owned or operated by any government agency. It features the dmv.org logo and social media links for Facebook and Twitter.
- Main Navigation:** Home, License & ID, Registration & Titling, Reports & Records, Tickets & Violations, Insurance, Buying & Selling.
- Left Sidebar (Main Navigation):** Registration & Titling, Registration Renewal (highlighted), Replacing a Lost Registration, RV & Motorhome Registration, Custom Built Car Registration, Boat Registration and Licenses, Title Transfers, Replacing a Lost Title, Salvaged Vehicles, Special Vehicles, Drivers with Disabilities, License Plates & Placards, Smog & Emission Checks.
- Center Content:** Registration Renewal in California. Sub-section: Renew Your California Vehicle Registration Today! It mentions Official California Vehicle Registration & Stickers Issued, Overnight Delivery Available. It includes a form for Free DMV Lookup & Instant Fee Calculation with fields for License Plate #, Last 5 Digits of VIN, and Zip Code, and a prominent orange "Calculate Fees" button.
- Right Sidebar:** 1,633 people on this site, DMV.ORG on Facebook (with a Like button), 65,672 people like DMV.ORG, Get a FREE Quote, Compare Auto Insurance Rates Online and Save!, PROGRESSIVE logo, and a note about saving hundreds.
- Taskbar:** Shows various open tabs and pinned icons for Start, Internet Explorer, Adobe Acrobat, Microsoft Office, Microsoft Excel, LawTime Time Entry, and Registration Renewal.
- Bottom:** A large red arrow points downwards from the "Calculate Fees" button towards the bottom right corner of the page, where the CARTAGZ logo is located.

9. After the “calculate fees” button is clicked, DMV.org links to its affiliate’s website, www.cartagz.com:



9. Consumers, such as Mr. Tom Pniewski, gets confused and thinks that his DMV has now charged him additional fees (but actually, he was paying additional fees to Cartagz, not the DMV). Mr. Pniewski's comments complaining to DMV.org's Facebook page, copied below:



Tom Pniewski Please explain to me why my car registration arrived in the mail TODAY (July 7th) when my car tags are DUE TOMORROW (July 8th)??? It was POSTMARKED JULY 5TH!! MEANING IT WAS SENT JULY 5TH AND MY TAGS ARE DUE JULY 8TH! WITH A SMOG CHECK REQUIRED!!!!!!!!!!!! TODAY IS THE 7TH PEOPLE! PLEASE CONTACT ME (somehow) AND EXPLAIN!!!!!!! BTW - I live in CA if that makes any difference or is it the problem?
July 7 at 7:33pm

Tom Pniewski One more thing. I'm was trying to pay my tags ONLINE, even though I didn't get anything from the DMV and got DINGED with FEES; - Here take and look:
DMV Fees:\$114.00
Cartagz Service Fee:\$29.00
Convenience Fee:\$2.85
Shipping:\$2.00
E-Copy:\$5.00
Total Paid:\$152.85
July 7 at 7:48pm

Tom Pniewski BTW - this was how I found out that needed a SMOG CHECK!!!! Someone explain away why I need to pay an Email Fee, Convenience Fee and the CarTagz Fee is RIDICULOUS!
July 7 at 7:50pm